**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12296&utm_source=template-word&utm_medium=content&utm_campaign=Sports+Team+Sponsorship+Proposal+Letter-word-12296&lpa=Sports+Team+Sponsorship+Proposal+Letter+word+12296)Sports Team Sponsorship   
Proposal Letter Template**

Your Team Logo Here

Name of Team

**[Your Name]**

**[Your Title]**

**[Team Name]**

**[Your Contact Information]**

**[Date]**

**[Sponsor's Name]**

**[Their Title]**

**[Their Company]**

**[Their Address]**

Dear [Sponsor's Name],

**Introduction**

Introduce yourself and your sports team..

**Example:** "As [Team Manager/Coach] of [Sports Team Name], I'm thrilled to present an opportunity to partner with our team for the [upcoming season/tournament name]. With a strong following of [number] fans and a consistent track record of performance, [Sports Team Name] offers your brand unparalleled exposure to an engaged and growing audience."

**About The Team**

Provide a compelling overview of your sports team.

**Example:** "[Sports Team Name] has been a cornerstone of [local area/league] sports since [year]. Known for [specific achievement], our team strives to inspire our community on and off the field. This year, we're participating in [name of league or tournament], which promises to attract [audience demographic details]."

**Sponsorship Opportunities**

Briefly outline the available sponsorship opportunities.

**Example:** "We are excited to offer tailored sponsorship packages to suit your brand's needs. For instance:

* Title Sponsorship: Your logo featured prominently on team jerseys, banners, and promotional materials.
* Digital Branding: Mentions across our social media platforms and live-streamed games.
* Event Sponsorship: Logo placement at home games and tournaments, with opportunities for on-site activations."

**Sponsoring Benefits**

Clearly outline the value the sponsor will receive.

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**Example:** "By partnering with [Sports Team Name], your company will gain exclusive access to [number] fans and followers, with opportunities for live brand engagement during games and tournaments. This collaboration will position your brand as a supporter of community sports, fostering goodwill and visibility among a targeted audience."

**Call To Action**

Invite the potential sponsor to connect and discuss the opportunity further.

**Example:** "We would be honored to have [Sponsor's Company] as a partner in supporting [Sports Team Name]. I would love to share more details about our sponsorship packages and explore how we can succeed in this collaboration. Feel free to contact me at [phone number] or [email]. Let's schedule a time to discuss further."

Thank you for considering this opportunity. I look forward to the possibility of working together.

Sincerely,

[Full Name]

[Title]

[Team Name]

Your Team Logo Here

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